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**In the United States Patent and Trademark Office**

**Appn.Number:** 10/727,296  
**Appn. File:** 12/02/2003  
**Applicants:** Yao-Dong Ma  
**Title:** Reflective Cholesteric Displays Employing Linear Polarizer  
**Examiner/GAU:** Richard H Kim/2871

Frisco, 2005 July 31, Sunday

**Amendment**

Sir:

In response to the Office Communication mailed 2005 July 1 and to the compliance with the revised rules, please amend the above application as the follows:

1. The applicant is willing to reply to the requirement for restricting the application to a single species as a generic claim: a reflective display comprising a linear polarizer and a reflective half-wave plate.
2. The applicant want to elect claims 1 – 9, drawn to a reflective cholesteric display, and to cancel claims 10-20, drawn to a reflective display comprising an absorptive linear polarizer and a reflective linear polarizer..
3. **Clean version of replacement**

**Claims:** I claim:

1. A reflective display comprising:
  - a. a linear polarizer,
  - b. a reflective half-wave plate,
  - c. a plurality of transparent conductive patterned substrates juxtaposed to form a cell structure,